

Pengaruh E-Service Quality terhadap Repurchase Intention melalui mediasi Customer Satisfaction pada Zalora.co.id = The Effect of E-Service Quality on Repurchase Intention through Customer Satisfaction Mediation at Zalora.co.id

Yukitri Adiawardani, author

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Abstrak

E-commerce merupakan akronim dari electronic commerce atau perdagangan secara elektronik dengan melalui jaringan internet. Upaya dalam meningkatkan penjualan melalui e-commerce dapat dilihat melalui pembelian kembali pelanggan yang dihasilkan oleh kualitas layanan elektronik -melalui mediasi kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh e-service quality terhadap repurchase intention melalui mediasi customer satisfaction pada Zalora.co.id dan menganalisis hubungan langsung maupun tidak langsung dari ketiga variabel tersebut. Analisis yang dilakukan menggunakan analisis deskriptif, model regresi linear berganda dan path analysis. Hasil penelitian menunjukkan bahwa adanya pengaruh positif lebih besar jika e-service quality tidak secara langsung mempengaruhi repurchase intention melainkan dimediasi oleh customer satisfaction dibandingkan mempengaruhi secara langsung.

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E-commerce is an acronym of electronic commerce or electronic commerce through internet network. Efforts in increasing sales through e-commerce can be seen through customer buybacks generated by the quality of electronic services through the mediation of customer satisfaction. This study aims to analyze the effect of e-service quality on repurchase intention through customer satisfaction mediation on Zalora.co.id and analyze the direct or indirect relationship of the three variables. The analysis was done using descriptive analysis, multiple linear regression model and path analysis. The results showed that there is a greater positive effect if e-service quality does not directly affect repurchase intention but mediated by customer satisfaction rather than directly affecting.